

# Agency Style Certified Digital Marketing

( A Course of Absolute Beginners, Students & Working Professionals)

Classes: (Tuesday - Friday)

Duration: 3 Months

- Complete Practical Course.
- 3 Months Course - Tuesday to Friday (2 hours Daily).
- Get Certified
- Get 20+ Certificates Like: Google / Hubspot
- Tasks and Assignments during each Topic based on Practical Projects and Scenarios.
- Recordings will be available.
- 1- Day Demo Class.
- Limited Seats
- Note: Only Selected Students will be taken into the course.
- There is a private Whatsapp group with batchmates

**To Attend the Demo:** Whatsapp on 7988090700 with a message, **I am interested in the course.....**

Module	Module Name	Topic	Time Frame
1	Fundamentals of Digital Marketing	<ul style="list-style-type: none"> <li>➤ What is Digital Marketing</li> <li>➤ Benefits of Digital Marketing</li> <li>➤ Scope Of Digital Marketing</li> <li>➤ Requirements in Digital Marketing</li> <li>➤ Types Of Marketing</li> <li>➤ Job Opportunities In Digital Marketing</li> </ul>	2 Class
2	Understanding Domain & Hosting	<ul style="list-style-type: none"> <li>➤ What is Hosting and what types of Hosting / Understanding domains?</li> </ul>	1 Class
3	WordPress + AI	<ul style="list-style-type: none"> <li>➤ What is WordPress?</li> <li>➤ Why is WordPress popular in Digital Marketing?</li> <li>➤ What is a Website &amp; Types Of Website?</li> <li>➤ How To Install WordPress On a Live Server?</li> </ul> <p><b>Design Professional Blog</b></p> <ul style="list-style-type: none"> <li>➤ Important Pages In Blog &amp; How To Create?</li> <li>➤ Important Settings For WordPress Blog?</li> <li>➤ How To Create Topic Categories?</li> </ul>	10 Class

		<ul style="list-style-type: none"> <li>➤ How to Create Categories Menu?</li> <li>➤ How To Create Footer for Blog?</li> <li>➤ How to Create Sidebars In Blogs?</li> <li>➤ How To Choose the best theme for the blog?</li> <li>➤ Essential Plugins for Blog</li> <li>➤ How to Design a Home Page For a Blog.</li> </ul> <p><b>Design a Professional Business Website</b></p> <ul style="list-style-type: none"> <li>➤ Important Pages In Business Website &amp; How To Create?</li> <li>➤ Important Settings For WordPress Blog?</li> <li>➤ How To Create Topic Categories?</li> <li>➤ How to Create Pages Menu?</li> <li>➤ How To Create Footer for a Business Website?</li> <li>➤ How To Choose the Best Theme for a Business Website?</li> <li>➤ Essential Plugins for Website</li> <li>➤ How to Design a Home Page For a Business Website.</li> <li>➤ External resources For Designing</li> </ul> <p><b>Design Professional E-commerce Website</b></p> <ul style="list-style-type: none"> <li>➤ Important Plugin for E-Commerce Website</li> <li>➤ Setting For E-Commerce Plugin</li> <li>➤ How to Create a Product Category</li> <li>➤ How to Upload Simple Product</li> <li>➤ What is a Variable Product and how to Create Variation in products</li> <li>➤ How to Add Payment Gateways</li> <li>➤ How to Apply Shipping Charges</li> <li>➤ How to Apply GST setting</li> <li>➤ How to create Discount Coupons</li> <li>➤ Important Settings For E-Commerce Store</li> </ul>	
4	SEO + AI	<ul style="list-style-type: none"> <li>➤ Introduction to SEO</li> <li>➤ On-Page SEO</li> <li>➤ Off-Page SEO</li> <li>➤ Technical SEO</li> <li>➤ Ranking Algorithms</li> <li>➤ Writing a perfect blog for SEO</li> <li>➤ How to Optimize a Perfect -Service Page</li> <li>➤ Keyword Research Advanced</li> <li>➤ SEO using Different Tools</li> <li>➤ Google Search Console Explained</li> <li>➤ GA4 for SEO</li> <li>➤ Understanding of Local SEO, What is Google</li> </ul>	20 Classes

		My Business Profile and how it works?	
5	Facebook Ads	<ul style="list-style-type: none"> <li>➤ What is Facebook Ads &amp; How it Works?</li> <li>➤ Difference B/w Personal Facebook ads v/s Facebook Business Manager</li> <li>➤ Different Types of Facebook Ads Objectives / Ad Format</li> <li>➤ How to Choose the Right Objective for Ads</li> <li>➤ Complete Audience &amp; Targeting Option</li> <li>➤ Complete Placement Option in Facebook Ads</li> <li>➤ How to write highly convertible Ad copy</li> <li>➤ What is the Buyer's Persona</li> <li>➤ What is Facebook Pixel</li> <li>➤ How to set up Facebook Pixel</li> <li>➤ What is Remarketing &amp; How to Create Remarketing Audiences?</li> <li>➤ What is Conversion &amp; How to Setup Conversion</li> <li>➤ How to set advanced Lead Generation ads on Facebook</li> <li>➤ How to Run Catalogue Shopping Ads on Facebook</li> <li>➤ What is Dynamic Ads &amp; How to Run</li> <li>➤ FB Scaling Model</li> <li>➤ How to run all types of Ads on Instagram</li> </ul>	15 Classes
6	Google Ads	<ul style="list-style-type: none"> <li>➤ Introduction to Google Ads</li> <li>➤ How do Google ads work</li> <li>➤ Diff. Types Of Objectives in Google Ads</li> <li>➤ Diff. Types Of Google Ads Format</li> <li>➤ How to Choose the Right Objective</li> <li>➤ Understanding - Importance of Landing Page</li> <li>➤ In-depth Search Ads Creation and Optimization</li> <li>➤ Creation &amp; Optimization Report</li> <li>➤ In-Depth Display Ads</li> <li>➤ Everything About Remarketing Concepts</li> <li>➤ Types Of Remarketing Audience</li> <li>➤ How to Create a Remarketing Audience</li> <li>➤ What is Conversion &amp; How to Create Conversion</li> <li>➤ YouTube Ads &amp; Video Ads</li> <li>➤ App Install Ads</li> <li>➤ Call Only Ads</li> <li>➤ Important Settings in Google Ads</li> <li>➤ Shopping Ads</li> </ul>	15 Classes

		<ul style="list-style-type: none"> <li>➤ Merchant Center</li> <li>➤ Setting Performance Max Ads</li> </ul>	
7	Google Analytics / GA4	<ul style="list-style-type: none"> <li>➤ Introduction Of Google Analytics GA4</li> <li>➤ Setting Up Property In Google Analytics GA4</li> <li>➤ Dashboard Overview</li> <li>➤ Real-Time Report</li> <li>➤ Acquisition Report</li> <li>➤ Engagement Report</li> <li>➤ Monetisation Report</li> <li>➤ Retention Report</li> <li>➤ Tech Report</li> <li>➤ What is an Event &amp; How to Create Events</li> <li>➤ How To Create Conversion</li> <li>➤ How to Create Audiences Using GA</li> <li>➤ How to import Audiences from GA to Google Ads</li> <li>➤ How to Create Report For Clients by GA4 analytics</li> </ul>	2-3 Classes
8	Google Tag Manager	<ul style="list-style-type: none"> <li>➤ What is GTM</li> <li>➤ Setup Google Tag Manager</li> <li>➤ Why are GA &amp; GTM connected in the website</li> <li>➤ Components in GTM</li> <li>➤ What is Tag, Trigger &amp; Variables</li> <li>➤ Setting First tracking</li> <li>➤ Video tracking</li> <li>➤ image tracking</li> <li>➤ Link Tracking</li> <li>➤ Outbound link tracking</li> <li>➤ Button tracking</li> <li>➤ Scroll tracking</li> <li>➤ Facebook Pixel install by GTM</li> <li>➤ Other Tags which GTM can install</li> </ul>	3-4 Classes
9	Linkedin, Quora & Other Ads	<ul style="list-style-type: none"> <li>➤ Introduction &amp; Setup of LinkedIn, Quora And Other Ads</li> </ul>	5 Classes
10	Interview Prep.	<ul style="list-style-type: none"> <li>➤ How to Prepare for Interview / Mock Interviews after each and every Module</li> </ul>	2-3 Classes